

*For immediate release*

*Amelia Bailey, Media Contact*  
904-392-0361  
[amelia@cloudmc.us](mailto:amelia@cloudmc.us)

## **CLOUD MEDIA CENTER (CMC) PARTNERS WITH INHALE SPORTS, WELCOMING ANOTHER POWERHOUSE PLAYER TO OUR NETWORK OF ELITE DIGITAL SPORTS PUBLISHERS**

*CMC Continues to Aggressively Build Its Video Distribution Footprint, Onboarding a Diverse Mix of Local, Regional, National and International Sports Publishers*

PONTE VEDRA, FL, February 17, 2023 — [Cloud Media Center](#) (CMC), a Media Center fan favorite in the sports video distribution space, has dramatically expanded its reach by onboarding [Inhale Sports](#), a high-traffic, highly respected sports fan site covering college and professional teams.

"Given their position as a well-known site in digital sports publishing, we couldn't be more excited to add Inhale Sports to our roster," said CMC President Jay Handline. "With its extensive, year-round sports coverage, Inhale Sports is a go-to source for millions of sports fans around the world, and CMC fully understands the value of that loyalty and scale as a seller of video ad inventory."

Readers may view sports reporting in a new way thanks to Inhale Sports. The website features articles written by current or former athletes in addition to expert opinions on all things sports from their correspondents. Inhale Sports is as they say, "The breath of an athlete."

Both Cloud Media Center and Inhale Sports benefit massively from this innovative new collaboration. Inhale gives CMC access to a well-known website with a sizable audience and a loyal following. Through the use of its own media player and specially created, high-quality video material for sports lovers, CMC enables Inhale Sports site revenue.

CMC Chairman Bob Portrie stated, "We can deliver CMC Sports custom video featuring any sport, team, conference, league, or association. We are excited about this latest addition to our CMC Sports network because this popular sports fan site provides the most up-to-date and relevant news."

###

*Cloud Media Center (CMC), based in Ponte Vedra, FL, sells digital advertising inventory through a cloud-based, analytically driven distribution platform that seamlessly connects advertisers w*

*content providers and publishers. The result maximizes collaboration – unleashing next-level ad campaign synergies. CMC's next-gen platform and best-in-class dashboards – built by next generation premier developers – provide AI-based microtargeting on the frontend, and real-time, easy-to-understand analytics on the backend. Content producers, advertisers and publishers will have all the tools and data needed to optimize campaigns – and do it with speed and granular accuracy. Visit the CMC website [here](#).*